

What is claimed is:

1. A pulverulent coating material composed of
 - 5 (A) leaflet-shaped particles having a ratio of laminar diameter D to layer thickness d, i.e., D:d of from 100:1 to 10:1, comprising at least one leaflet-shaped effect pigment in complete or near-complete parallel orientation to the surface of the leaflet-shaped particles, and
 - 10 (B) transparent, dimensionally stable, non-leaflet-shaped particles or leaflet-shaped particles having a ratio of laminar diameter D to layer thickness d, i.e., D:d of < 10:1 which are free from leaflet-shaped effect pigments.
- 15 2. The coating material as claimed in claim 1, wherein the mixing ratio of (A) to (B) is from 1:1 to 1:10.
3. The coating material as claimed in claim 1 or 2, wherein the particle
 - 20 size of the leaflet-shaped particles (A) laminarly is from 50 to 300 μm .
 4. The coating material as claimed in one of claims 1 to 3, wherein the leaflet-shaped particles (A) are from 1 to 50 μm thick.
 - 25 5. The coating material as claimed in one of claims 1 to 4, wherein the leaflet-shaped effect pigments are selected from the group consisting of aluminum pigments, gold bronzes, fire-colored bronzes, iron oxide-aluminum pigments, pearl essence, basic lead carbonate, bismuth oxydechloride, metal oxide-mica pigments,
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interference pigments displaying a strong color flop, micronized titanium dioxide, leaflet-shaped graphite, leaflet-shaped iron oxide, and liquid-crystalline pigments.

- 5 6. The coating material as claimed in one of claims 1, characterized in that the leaflet-shaped particles (A) comprise at least one oligomeric and/or polymeric binder.
7. The coating material as claimed in claim 6, wherein the oligomeric and polymeric binders are selected from the group consisting of
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- thermoplastic, homopolymeric polyaddition resins and polycondensation resins curable physically, thermally, with actinic radiation or both thermally and with actinic radiation;
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- thermoplastic, random, alternating and/or block, linear, branched and/or comb, copolymeric polyaddition resins and polycondensation resins curable physically, thermally, with actinic radiation or both thermally and with actinic radiation;
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- thermoplastic homopolymers of ethylenically unsaturated monomers, curable physically, thermally, with actinic radiation or both thermally and with actinic radiation; and
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- random, alternating and/or block, linear, branched and/or comb copolymers of ethylenically unsaturated monomers, curable physically, thermally, with actinic radiation or both thermally and with actinic radiation.

8. The coating material as claimed in one of claims 1 to 7, wherein the particles (A) comprise at least one additive.
- 5 9. The coating material as claimed in one of claims 1 to 8, wherein the particles (A) comprise at least one transparent layer which can be produced by a directed application process.
- 10 10. The coating material as claimed in claim 9, wherein the transparent layer which can be produced by a directed application process is from 1 to 30 μm thick.
- 15 11. The coating material as claimed in claim 9 or 10, wherein the transparent layer which can be produced by a directed application process comprises or consists of an oligomeric and/or polymeric binder.
- 20 12. The coating material as claimed in one of claims 1 to 11, wherein the particles (B) are spherical or substantially spherical.
- 25 13. The coating material as claimed in one of claims 1 to 12, wherein the particles (B) are optically clear.
14. The coating material as claimed in one of claims 1 to 13, wherein the particles (B) are curable physically, thermally, with actinic radiation or both thermally and with actinic radiation.
15. The coating material as claimed in one of claims 1 to 14, wherein the particles (B) have an average size of from 20 to 500 μm .

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16. A process for producing a pulverulent coating material as claimed in one of claims 1 to 15, which comprises
- 5 (I) dispersing at least one leaflet-shaped effect pigment in the aqueous and/or organic solution of at least one polymeric and/or oligomeric binder and
- (II) applying the resulting dispersion (I)
- 10 (II.1) to a temporary support by means of a directed application process which generates an orientation of the effect pigments into a particular preferential direction or
- 15 (II.2) to a transparent layer which has been produced by a directed application process and is located on the temporary support, by means of an undirected application process which does not produce any orientation of the effect pigments into a particular
- 20 preferential direction, and
- (III) drying, or drying and curing, the resulting layer (II.1) or (II.2),
- 25 (IV) detaching the resulting layer (III) from the temporary support, alone or in unison with the transparent layer, in the form of leaflet-shaped pieces,
- (V) comminuting and classifying the resulting leaflet-shaped pieces (IV) to give the leaflet-shaped particles (A), and

(VI) mixing the leaflet-shaped particles (A) with the particles (B).

17. The process as claimed in claim 16, wherein the directed
application process is a casting, knife coating, roller coating or
5 extrusion coating process.

18. The process as claimed in claim 16 or 17, wherein the undirected
application process is a spray application process.

10 19. The process as claimed in one of claims 16 to 18, wherein the dry
layer thickness of the dried, or dried and cured, layers (II.1) is from
1 to 50 μm and the dry layer thickness of the dried, or dried and
cured, layers (II.2) is from 1 to 49 μm .

15 20. The process as claimed in one of claims 16 to 19, wherein the
thickness of the transparent layer produced by a directed
application process and located on the temporary support is from
1 to 30 μm .

20 21. The process as claimed in one of claims 16 to 20, wherein the
temporary support is constructed of plastic, metal or glass.

22. The process as claimed in one of claims 16 to 21, wherein the layer
(III) is dried and physically cured.

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23. The process as claimed in one of claims 16 to 22, wherein the
leaflet-shaped pieces (IV) are detached mechanically from the
temporary support.

24. The process as claimed in one of claims 16 to 23, wherein the mechanical detachment is brought about by exposure to a jet of liquid or by ultrasound.
- 5 25. The use of a pulverulent coating material as claimed in one of claims 1 to 15 or of a pulverulent coating material produced by means of a process as claimed in one of claims 16 to 24 for producing color and/or effect coatings on substrates.
- 10 26. The use as claimed in claim 25, wherein the coatings are single-coat or multicoat paint systems.
- 15 27. The use as claimed in claim 25 or 26, wherein the substrates are bodies of means of transport or parts thereof, buildings, furniture, windows, doors, small industrial parts, coils, containers, packaging, white goods, sheets, optical components, electrical components, mechanical components or hollow glassware.